

ABSTRACT OF THE DISCLOSURE

A broadcast system provides consumers with inducement to consume portions in which they may not have an active interest, such as commercials. To dissuade consumers from leaving the vicinity of the broadcast receiver or from switching to other broadcasts while a first broadcast airs such a portion, the first broadcast is augmented by a second content entity calculated to be of interest to the consumer. Interaction is required of the consumer in order for him to receive the second content entity, which necessitates his presence and attention.

Q:\Gerry\4925Nokia\100SplitAdvt\4925-100App.doc

005227-13900